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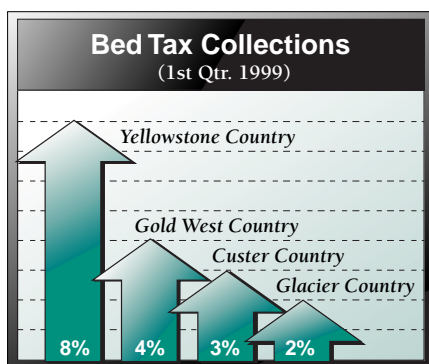


Travel Montana UPDATE

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Statewide "Bed Tax" Collections Up 3% In First Quarter 1999

Montana's statewide "bed tax" collections were up 3% for the first quarter of 1999. Helena and Yellowstone Country led the communities and tourism regions in collection growth posting 17% and 8% increases, respectively. For January-March 1999, statewide "bed tax" collections were \$1.82 million.



Russell Country and Missouri River Country reported declines

Among the tourism regions, Gold West Country followed Yellowstone's lead with a 4% increase in bed tax revenues. Custer Country reported 3% growth and Glacier Country was up 2%. Both Russell and Missouri River Country reported collection declines.

In addition to Helena's collections growth, Billings reported a 7% increase, West Yellowstone was up 3%, Missoula grew 2%, Whitefish increased 1%, and Bozeman held even. Butte, Kalispell, and Great Falls all reported collection declines.

Montana Kids Website "Treasure Hunt" Promo A Success; Winner Announced

Over 100,000 Internet users "clicked through" Travel Montana's Kids Site banner ads between March and the end of May to learn about the Montana Family Vacation "Treasure Hunt" Giveaway offering a free, week-long Montana vacation for four and other prizes. The promotion resulted in a 950% increase in visitors to the site, reports Consumer Marketing Manager Suzanne Elfstrom. Not only did more users visit the site, says Suzanne, but they spent more time looking over the Kids Site material. "The giveaway campaign was designed to raise awareness of the Montana Kids Site and the user reports indicate that it was successful in doing that," said Suzanne.

The Romero Family of Austin, Texas is the lucky grand prize winner. They were randomly selected from about 2,400 giveaway entries. This summer, 6-year old Nicky, 7-year old Moniara and their parents will travel from Billings to Kalispell via Yellowstone and Glacier Parks and attractions in between. Delta Air Lines and Enterprise Rent-A-Car is providing transportation for the family. The National Park Service will give the Romeros a Golden Eagle Park Pass and a long list of Montana tourism businesses will provide services all



along the way. The full list of prize sponsors for the Montana Kids Family Vacation and the itinerary is listed on montanakids.com.

Ten other "Treasure Hunt" Giveaway participants received runner-up prizes of Montana T-shirts and guidebooks.

\$200,000 In TIIP Grants Available For Tourism Projects

Montana communities and non-profit organizations involved with tourism-related infrastructure projects can apply for \$200,000 in state tourism "bed tax" grant funds available through Travel Montana's Tourism Infrastructure Investment Program (TIIP). Applications are available by calling Travel Montana, 444-2654. The application deadline is August 2, 1999.

TIIP grants provide matching funds for non-profit organizations involved in developing new tourism-related products or enhancing existing tourism-related facilities and equipment. Since the program began in 1995, TIIP investments have provided over \$1 million in tourism "bed tax" funds for 18 projects in 15 Montana communities.

Rural Communities Invited To Apply For CTAP Process

Rural Montana communities and Indian Reservations interested in assessing their tourism potential are invited to apply for the 1999 Montana Community Tourism Assessment Program (CTAP). Three Montana communities will be selected for this 8-month "self help" process that engages community members in a multiple-step process analyzing community organization and interest in tourism, area resources, marketing and the identification of potential tourism-related projects the community can develop.

CTAP applications are available from Travel Montana. The deadline for applying is August 2, 1999. The program should begin in the selected communities in September.

Film Office News:

Six London teens on a Montana guest ranch for six weeks are the focus of a 15-part British television series, "Cowboys and Cowgirls," shot in the state this spring by BBC-TV. Jim and Elaine Logan of the Logan Guest Ranch near Clyde Park hosted the British cast and crew of this popular European TV program that is similar to MTV's "Real World." The series will be broadcast in England this summer.

The Logans did a great job hosting and providing program material for the BBC group. Everywhere the family went—on the ranch, into town, movies, etc.—their British guests followed. The teen's experiences went well beyond the ranch, covering much of Montana. They visited high school classes in Bozeman and a high school rodeo in Twin Bridges; attended a graduation and its all night party; visited Virginia City, the Old Montana Prison at Deer Lodge and the Deadrock Guest Ranch; rode with a Montana Highway Patrol Officer; and one girl went home with a Logan stock brand tattoo.

June Film Office Projects

Commercials: Remington Rifle - Bozeman, Livingston, Big Timber
Harley Davidson - Billings, Red Lodge; Lexus - Bozeman

TV Programs: *Cowboys & Cowgirls* - Livingston area;
America's Most Wanted - Bozeman

Opportunity Knocks; Please Answer

In early July, Montana's tourism-related businesses will receive survey forms to update or add information to their free listings in the MONTANA

TRAVEL PLANNER and on Travel Montana's various websites and kiosk information systems. This information will also be used by Travel Montana's 1-800-VISIT MT travel counselors. One form gets your information into all of these information outlets. This is your BIG OPPORTUNITY to make sure Travel Montana has the best, most complete information about what you are offering Montana's visitors.

Included with the surveys will be rate sheet information for ADVERTISING in the MONTANA TRAVEL PLANNER. The deadlines for reserving ad space and having ad materials to Travel Montana is included in the rate sheet. For more information contact Susan Albrecht, 444-1617.



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Fall/Winter Superhost Workshops Planned; Farewell, Connie Clarke

Superhost Coordinator Jeri Mae Rowley is scheduling community and high school Superhost training workshops for September through December. If you, your chamber, JSEC committee, business or high school want Superhost training during this period, give Jeri a call at 756-3674.

Connie Clarke, the popular Superhost Trainer who has covered all of eastern Montana and then some, is on to new adventures. In June, Connie began work for the Colorado Casualty Insurance Company. Thanks, Connie, for your great service to Montana's tourism industry, communities and businesses! Superhost Trainers Debbie Donovan and Nancy Walker will be taking over Connie's territory.

CALENDAR OF EVENTS

- July**
24-29 Corps of Discovery on the Yellowstone Media Tour, Custer Country
- August**
2 Deadline for TIIP & CTAP Applications
- 13-18** Fields of Dreams Media Tour - Custer/Gold West/Glacier/Russell Country



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